

Message Text

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PAGE 01 PARAMA 00387 041352Z
ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 USIA-15 PRS-01 /034 W
-----042112Z 126558 /62

R 041316Z APR 77
FM AMEMBASSY PARAMARIBO
TO SECSTATE WASHDC 3339
INFO AMEMBASSY BRIDGETOWN
AMEMBASSY GEORGETOWN
AMEMBASSY PORT OF SPAIN

UNCLAS PARAMARIBO 0387

GEORGETOWN ALSO FOR PAO

EO 11652: NA
TAGS: BEXP, NS
SUBJ: SUCCESSFUL FLORIDA TRADE MISSION

REF : STATE 50901 (NOTAL)

1. A TWO-DAY IOGA TRADE MISSION UNDER THE SPONSHORSHIP OF THE STATE OF FLORIDA DEPARTMENT OF COMMERCE WAS WELL RECEIVED IN PARAMARIBO ON APRIL 29 AND 30. THE FOURTEEN-MEMBER DELEGATION REPRESENTED ELEVEN FLORIDA FIRMS AND WAS UNDER THE LEADERSHIP OF MR. PETER P. GENERO, ADMINISTRATOR OF THE DEPARTMENT'S DIVISION OF ECONOMIC DEVELOPMENT.

2. WHILE IN PARAMARIBO, MEMBERS OF THE MISSION HAD MORE THAN SIXTY INDIVIDUAL APPOINTMENTS WITH INTERESTED LOCAL BUSINESSMEN AND GOVERNMENT OFFICIALS. GROUP WAS OFFICIALLY WELCOMED TO SURINAM BY MINISTER OF ECONOMIC AFFAIRS EDWARD BRUMA, WHO STRESSED SURINAM'S DESIRE THAT ITS TRADE RELATIONS WITH OTHER COUNTRIES BE OF MUTUAL BENEFIT AND MAKE A CONTRIBUTION TO SURINAM'S DEVELOPMENT.

3. MISSION WAS ALSO WARMLY RECEIVED BY THE PRESIDENT OF
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SURINAM, DR. JOHAN H. E. FERRIER, WHO WAS PRESENTED WITH A CERTIFICATE OF HONORARY CITIZENSHIP SIGNED BY THE GOVERNOR OF FLORIDA. PRESIDENT OF CHAMBER OF COMMERCE AND INDUSTRY ALSO MET GROUP AT THE CHAMBER'S OFFICES.

4. ALTHOUGH IT IS NOT KNOWN PRECISELY WHAT SALES RESULTED OR WILL EMERGE FROM THE MISSION, MR. GENERO ESTIMATED THAT FIRMS

AVERAGED \$50,000-\$100,000 IN NEW SALES FOR THE FOUR STOPS ON THE TRIP (SAN JUAN, BRIDGETOWN, AND PORT OF SPAIN, IN ADDITION TO PARAMARIBO). IN ADDITION, A NUMBER OF NEW CONTACTS WERE ESTABLISHED WHICH SHOULD PAY DIVIDENDS INTO THE FUTURE.

5. RECEPTION GIVEN TO MISSION--THE FIRST FROM THE U.S. SINCE SURINAM'S INDEPENDENCE IN NOVEMBER 1975--IS EVIDENCE OF SURINAM'S INTEREST IN EXPANDING ITS COMMERCIAL TIES WITH THE UNITED STATES. EMBASSY RECEIVED EXCELLENT COOPERATION FROM ALL CONCERNED PARTIES INCLUDING GOS, LOCAL BUSINESS ASSOCIATIONS, AND THE PRESS, WHICH GAVE WIDESPREAD PUBLICITY TO THE MISSION. WE BELIEVE THAT ONE OR TWO SUCH MISSIONS EACH YEAR WOULD MAKE AN IMPORTANT CONTRIBUTION TO OUR EFFORTS TO EXPAND THE APPROXIMATELY ONE-THIRD SHARE OF SURINAM'S IMPORT MARKET WHICH THE U.S. PRESENTLY HAS.
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Disposition Case Number: n/a
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